

# **EXHIBIT H**

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Message

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**From:** Parisa Tabriz [parisa@google.com]  
**Sent:** 5/19/2016 2:26:23 PM  
**To:** Chris Palmer [palmer@google.com]  
**CC:** Adrienne Porter Felt [felt@google.com]; Alex Ainslie [ainslie@google.com]; Mark Larson [mal@google.com]  
**Subject:** Re: [enamelites] Google "Incognito" Precision

I'm OOO today, so just some short notes for now.

- Sabine told me about this just yesterday. IIRC, her, odean@, and Chrome Privacy team did raise concerns about an [REDACTED] raising expectations of what Chrome incognito can provide, and the [REDACTED] team in turn raised it with Sundar. Ultimately, Sundar's high-level vision is that [REDACTED] [REDACTED] (I'm hugely paraphrasing. Please follow up with Sabine and Tyler in person to hear about the interaction.)
  - Sabine said a recent user study showed people didn't confuse what Incognito provided as much as we previously thought. I haven't seen the study, but I asked her to share it. I would personally like to see us invest more in clarifying what Incognito means, or invest in totally new branding and education related to that.
  - I don't like the idea of marketing driving a privacy mode effort across Google products, and I didn't like it when it started 2 years ago. I do like the idea of a privacy mode across products, and recognize that the branding and expectations will be hard to get mostly right and impossible for everyone to understand.
- Can you add me to the original thread? I'm curious to follow the discussion.



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**PRODEND** [GOOG-CABR-04971903](#)

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**CUSTODIAN/SOURCE** Adrienne Porter Felt

**AllCustodians** Adrienne Porter Felt;Alex Ainslie;Chris Palmer